

REMARKS/ARGUMENTS

Applicant has reviewed and considered the Office Action dated January 8, 2004 and the references cited therein. In response thereto, claim 2 is amended. Claims 2-3 and 5-11 are pending in the present application. Applicant respectfully submits that no new matter is introduced in the amendment.

Rejection under 35 U.S.C. § 101

Claims 2-3 and 5-11 were rejected under 35 U.S.C. § 101 because the claimed invention is directed to non-statutory subject matter. Claim 2 is now amended to clarify the invention by reciting a computerized method having a processing computer for processing orders for full color printing. Applicant respectfully submits that claim 2 and dependent claims 3 and 5-11 are directed to patentable subject matter under 35 U.S.C. § 101.

Rejection under 35 U.S.C. § 103

Claims 2-3, 5-6, and 9-11 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Freedman U.S. Patent No. 4,839,829 in view of Seybold Report, further in view of Online Interactive Calculators (OIC) Articles and in view of UPS Articles. Claims 7 and 8 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Freedman in view of Seybold Report, further in view of OIC articles, and in view of UPS articles, as applied to claim 2. Applicant respectfully traverses the rejection for the following reasons.

Claim 2 is amended to recite a computerized method having a processing computer for processing orders for full color printing, comprising: providing a customer a pricing engine, wherein said pricing engine includes one or more printing configuration options, in which the customer selects the one or more printing configuration options; automatically calculating a price quote based on the one or more printing configuration options selected by the customer, wherein said pricing engine automatically and substantially instantaneously calculates a new price quote each time the customer selects or enters data for one or more new configuration options at the customer before forwarding to the processing computer at a printing service provider; and displaying automatically said price quote at the customer.

As noted by the Examiner, Freedman describes an automated printing control system and method for the printing of a work using a variety of conventional and emerging graphic arts processes and techniques. Seybold Report describes use of the Internet in the commercial printing industry. Both Freedman and Seybold fail to disclose or teach a method of processing

printing orders which comprises providing a customer a pricing engine, wherein the pricing engine includes one or more printing configuration options, in which the customer selects the one or more printing configuration options, as recited in claim 2. In addition, neither Freedman nor Seybold Report disclose or teach automatically calculating a price quote based on the one or more printing configuration options selected by the customer, wherein the pricing engine automatically and substantially instantaneously calculates a new price quote each time the customer selects or enters data for one or more new configuration options at the customer before forwarding to the processing computer at a printing service provider, as recited in claim 2.

OIC articles describe interactive websites for calculating retirement savings. UPS articles describe a cost calculator. However, nowhere in OIC and UPS do they disclose or teach a pricing engine, wherein the pricing engine includes one or more printing configuration options, in which a customer selects one or more printing configuration options, as now recited in claim 2. In addition, nowhere in Freedman and Seybold Report do they teach or suggest providing a pricing engine to obtain instant price estimate at the customer before forwarding the printing configuration option to the processing computer at a printing service provider. Applicant respectfully believes that it is the Examiner's hindsight, after reviewing the present application, that the combination of OIC and Freedman in view of Seybold Report results in the claimed invention. In fact, Freedman teaches away from obtaining instant price estimate at the customer by specifically describing the step of transmitting the pricing and administrative information to the printing requester (see at least Abstract), from a provider. Accordingly, Applicant respectfully submits that claim 2 patentably distinguishes from Freedman in view of Seybold Report, further in view of OIC articles, and in view of UPS articles.

Claims 3 and 5-11 which are dependent from claim 2 are also patentable over the cited references for at least the same reasons above.

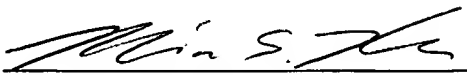
In view of the above, it is respectfully submitted that the present application is in condition for allowance. Reconsideration of the present application and a favorable response are respectfully requested.

If a telephone conference would be helpful in resolving any remaining issues, please contact the undersigned at (612) 752-7367.

Respectfully submitted,

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Date: July 8, 2004

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